

WNCN-TV, Raleigh, NC
(For Period October 1, 2003 to September 30, 2004, Unless Noted)

Local News and Public Interest Programming.

1. *News Programming.* How many hours of local news do you air weekly?

27 hours of local news air weekly on WNCN (excluding local updates in the "Today Show."

2. *Community Programming.* Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposés, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

NAACP Now: NAACP NOW is a quarterly produced special that openly discuss the News and Issues of the African Americans & Minority Communities. Local NAACP Chapter Presidents discuss issues such as Race relations, Health, Economy and Education. The program is hosted by NBC 17 News anchor Bill Gaines. - February - 2004

Capitol Square Easter Sunrise Service Live Broadcast: NBC 17 along with the Raleigh Downtown Churches Association produces a Live Easter Sunrise Service from the State Capitol of NC. The Downtown Churches Association is a non- Denominational organization consisting of local churches in the Downtown Raleigh area. The Easter Sunrise Service reflects the diverse Churches that participate yearly. The event is free and open to general public. - April - 2004

October 2003

- Attorney/Client Privilege when client dies (Rick Gammon Case)
- Agriculture Department Scandal...Meg Scott Phipps
- State Fair....
- Hoke Jail Security Problems

November 2003

- Orange County Voting Snafu
- Harnett Church rebuilds
- Cumberland County Child Abuse is Highest in the State
- Chatham Air Quality

December 2003

- Flu Shot Crisis
- Century of Flight
- Area Annexation Aggravates Residents...Why So much Annexation?

January 2004

- Raleigh PD Strike Team Created to clean up neighborhoods
- Durham Resident Fights to keep community safe
- Homeland Security Bogus Email to Steal Identity

February 2004

- Weather related accidents.... what happens insurance-wise
- ID Theft in Orange County...from people going through mailboxes
- Fake Cops in Johnston County

March 2004

- Super Tuesday Complete Coverage
- Local Soldier Charged with Prison Abuse
- Durham Data Bus Shootings...Extra Security

April 2004

- Duke University Take Back the Night – Females come together after multiple assaults
- Ways to Save Tax-Free Weekend
- Chapel Hill Discrimination Lawsuit
- Controlling Controlled Burns
- Triangle Traffic Report...troubles with faulty roadways
- Durham Rescue Mission needs donations
- Cary aims to go Smoke-Free

May 2004

- Math and Science TV Tutor Show Ends Community Access Run
- Hybrid Cars
- UNC Chapel Hill is having issues over Grade Inflation
- Lacking Community Facilities for Durham Youth
- Chapel Hill Buses receives safety award
- Red Light Cameras
- Durham Gang Problem
- Bi Lingual Program cut from Durham City Budget
- Jail Overcrowding
- Mother gives up job to help daughter's family, who's fighting in Iraq

June 2004

- Orange School Board Chair Plagiarism
- Mobile Classrooms in the Triangle
- Chapel Hill Renaming of Road to MLK
- Jail Security Issues In Lee County
- Chapel Hill/Carrboro Schools Addresses Student Nutrition
- Johnston County Deputy Shortage -State BOE addresses Anti-Bullying Policies
- Raleigh PD Policy Change After Media Reports Officers damage homelessness camp
- Edgecombe County Schools Racial Gap, NAACP steps in
- Controversy over Durham School reading book.... The issue of Gay

July 2004

- Raleigh Police Community Meeting to curb Prostitution
- Dangerous Driving in Construction Zones

August 2004

- Tropical Storm Alex
- Dormitory Mold
- SBI Labs backlogged doing DNA tests
- Sampson Church Break-in's
- Solar Center at NC State is working on Alternative Fuel Vehicles
- Orange County Deputies learn Spanish
- RDU Passenger #'s increase each month over the past 7

August 2004(cont'd)

- Students with I-pods...educational or extra curricular fun?
- Chase Policies for Police
- Orange County, First County in the NC area to allow benefits to domestic partners
- Triangle Trooper Shortage
- 511 State Run Cellular Traffic Update Service

September 2004

- NC DOT works to solve racial discrimination
- Camera Phones Cause Alarm at Gyms and public facilities...some are banning them
- Automatic Trash Pickup in one Triangle Town
- Johnston Church Moose Hanging
- Flu Shot Shortage...Alternatives

3. **Emergency Programming.** Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to the community. List any instances you know of in which cable and/or DBS were off the air, but our station was still broadcasting.

Severe Weather was reported on each of the following days: (for multiple warnings a 'period of time' is listed)

Tuesday	October 15, 2003	7:30pm
Wednesday	November 19, 2003	7am-10am
Friday	February 6, 2004	5:45pm
Sunday	March 7, 2004	7pm
Wednesday	March 31, 2004	3pm-7pm
Saturday	April 10, 2004	5pm-6pm
Sunday	April 11, 2004	2:30pm
Sunday	May 2, 2004	Noon -4pm
Wednesday	May 12, 2004	3pm
Wednesday	May 19, 2004	3pm-5pm
Thursday	May 20, 2004	2pm
Saturday	May 22, 2004	4pm-11pm
Sunday	May 23, 2004	Noon-5pm
Wednesday	May 26, 2004	6pm-7pm
Sunday	May 30, 2004	1pm-2pm
Friday	June 4, 2004	9am-2pm
Tuesday	June 8, 2004	2pm
Thursday	June 10, 2004	6pm
Friday	June 11, 2004	6pm-10pm
Friday	June 18, 2004	6pm
Saturday	June 19, 2004	4pm
Wednesday	June 23, 2004	1pm-3pm
Friday	June 25, 2004	4pm -8pm
Wednesday	July 7, 2004	10am
Thursday	July 8, 2004	3pm-6pm
Saturday	July 10, 2004	Noon-6pm
Sunday	July 11, 2004	8pm
Monday	July 12, 2004	5pm
Wednesday	July 14, 2004	4pm-9pm
Wednesday	July 28, 2004	2pm-3pm
Thursday	July 29, 2004	2pm-3pm
Monday	August 2, 2004	4pm

Thursday	August 5, 2004	Noon-2pm
Thursday	August 12, 2004	1pm-3pm
Friday	August 13, 2004	4pm-5pm
Sunday	August 15, 2004	11am-7pm
Tuesday	August 17, 2004	4pm
Sunday	August 29, 2004	10am-11am
Monday	August 30, 2004	7a-10pm
Tuesday	September 7, 2004	1pm
Wednesday	September 8, 2004	2am-1pm
Friday	September 17, 2004	10am-3pm
Monday	September 27, 2004	3pm-5pm
Tuesday	September 28, 2004	1pm-3pm

4. **Public Affairs Programming.** Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

NBC 17 "At Issue" (30-minutes weekly, local political news including community issues)
Meet the Press (1 hr. weekly; national political news)

5. **Political Programming.** Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

Local Elections (candidate statements): 45 minutes per week 9/1/04 through 10/29/04
Local Elections (daily issue, candidate news coverage): 65 minutes per week
"At Issue" (weekly political discussion): 30 minutes per week

6. **Special Political Programming.** Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

National GOP Convention: August 28 – September 1, 2004 (~ 3 hours)
N.C. Senatorial Debate: (1-Hour)
National DNC Convention: July 26th-July 29th 2004 (~ 3hours)

7. **Election-Year Political Programming.** Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

**** Your Vote: Governor's Race Saturday, Oct. 30th 8pm (30-minutes)**
**** "At Issue: Your Vote" Saturday, Oct. 30th 8:30pm & Monday, Nov. 1st 7:30pm (30-minutes per showing)**
**** NBC17 "Your Vote": Local Elections (candidate statements) 45 minutes per week 9/1/04 through 10/29/04:**
Daily 5-minute segments that include local political analysis and candidate statements run Monday through Friday at 6pm, and weekend mornings at 9am from Labor Day until Election Day.
The candidates were all from local races and included candidates for County Commissioner, District Court Judges, and Appellate Court Judge.

Races/Candidates Statements Aired - 9/06-9/10

Court of Appeals Judge – Wanda Bryant/Alice Stubbs – 9/6

Court of Appeals Judge – Linda McGee/Bill Parker – 9/7

Wake County Commissioner District 4 – Yevonne Brannan/Ken Gardner/Susan Hogarth – 9/8

Wake County Commissioner District 6 – Betty Lou Ward/Chris Malone – 9/9

Amendment One Issue – 9/10

Races/Candidates Statements Aired - 9/13-9/17

District Court Judge, District 10 – Kris Bailey/Debra Sasser – 9/13

NC Supreme Court Associate Justice – Sarah Parker/John Tyson – 9/14

Wake County Commissioner District 5 – Venita Peyton/Harold Webb/Bobby Emory – 9/15

Chatham County Commissioner – Michael Cross – 9/16

District Court Judge, District 10 – Don Overby/Donna Stroud – 9/17

Races/Candidates Scheduled to Air - 9/20-9/24

District Court Judge, District 10 – Monica Bousman/Marilyn Maynard – 9/20

District Court Judge, District 10 – Doug Brown/Jennifer Knox – 9/21

Johnston County Commissioner District 4 – DeVann Barbour/Glen McClamb – 9/22

Durham County Commissioner – Ellen Reckhow/Becky Heron – 9/23

Court of Appeals Judge – Barbara Jackson/Alan Thornburg – 9/24

Races/Candidates Scheduled to Air - 9/27-10/01

Orange County Commissioner – Moses Carey/Artie Lee Franklin

Orange County Commissioner – Jamie Daniel/Valerie Foushee

District Court Judge, District 11 – James Ethridge/Henry Willis

Durham County Commissioner – Philip Cousin/Carolina James Rivera

Johnston County Commissioner – Thomas Moore/Tony Braswell

Races/Candidates Scheduled to Air – 10/04 – 10/08

Cumberland County Commissioner, District 2 – Kenneth Edge/George Jeffreys

Cumberland County Commissioner, District 2 – Carmen Battle/Diane Wheatley

Supreme Court Justice (Orr) – Paul Newby/James Wynn

Supreme Court Justice (Orr) – Ronnie Ansley/Fred Morrison, Jr.

Supreme Court Justice (Orr) – Betsy McCrodden/Rachel Lea Hunter

Races/Candidates Scheduled to Air – 10/11 – 10/15

Supreme Court Justice (Orr) – Howard Manning, Jr. plus 1-1/2 minute filler on race

Franklin County Commissioner, District 1, Seat 1 – Sydney Dunston/Larry Norman

Franklin County Commissioner, District 1, A- Large-Seat 7 – Lynwood Buffaloe/Scott Lerew

Franklin County Commissioner, District 3 – Joe Swanson/Robert Lee Swanson

Durham County Commissioner – Louis Cheek/Michael Page

Races/Candidates Scheduled to Air – 10/18 – 10/22

Wayne County Commissioner, District 5,6 – Hal Keck/Ed Wharton

Wayne County Commissioner, District 4 – Roger Bedford/Efton Sager

Harnett County Commissioner, District 3,4 – Teddy Byrd/Grover Smith

Harnett County Commissioner, District 5 – Joseph T. Bowden/Tim McNeill

Granville County Commissioner, District 5 – Hubert Gooch/Robert Robinson

Races/Candidates Scheduled to Air 10/25-10/29

Granville County/Lee County Commissioner – Jay Zelodis /Jim Pitt
NC State Superintendent of Education - June Atkinson/Bill Fletcher
NC State Department of Agriculture - Britt Cobb/Steve Troxler
Senator-State of NC - Tom Bailey/Erskine Bowles/Richard Burr
Governor-State of NC - Patrick Ballantine/Mike Easley/Barbara Howe

WNCN-TV, Raleigh, NC
(For Period October 1, 2003 to September 30, 2004 (continued))

Community Service and Outreach.

1. *Public Service Announcements.* How many total minutes per average week – for instance, a week during September or October 2004, does the station air unpaid PSAs? Paid PSAs? Please list examples of common topics.

During an average week WNCN will air 70 minutes of PSA's.

Common Topics covered are:

Homelessness, volunteering, aids awareness, race relations, stay in school, crime prevention, child safety, drunk driving, drug abuse, blood donations, cancer research, child abuse, domestic violence, education, NC tourism, preventing heart disease and breast cancer.

Some of the various organizations that WNCN supported with PSA's were:

Ronald McDonald House, Habitat for Humanity, Boys & Girls Club, Big Brother Big Sister, First Tee of The Triangle, Make A Wish Foundation, American Cancer Society, UNC Healing Kids, Durham Rescue Mission, United Way Of The Triangle, Duke Hospital for Cancer, Shriners Of NC, American Red Cross, Communities In Schools, NC Special Olympics, Raleigh Rescue Mission.

*WNCN also produces **Community Calendar** Events that air in various time periods. The Community Calendar list Community events and happening throughout the WNCN viewing area. Some examples of Events listed are: fund raisers, yard sales, parades, health organizations meeting, health screening, club meetings, voter registration drives and Church events.*

2. *Community Programming.* During the past year, please list examples of non-news community programming of particular interest to the community.

Capitol Square Easter Sunrise Service Live Broadcast: NBC 17 along with the Raleigh Downtown Churches Association produces a Live Easter Sunrise Service from the State Capitol of NC. The Downtown Churches Association is a non- Denominational organization consisting of local churches in the Downtown Raleigh area. The Easter Sunrise Service reflects the diverse Churches that participate yearly. The event is free and open to general public. April - 2004

Bill Gaines Make A Wish Tournament Special: NBC 17 News Anchor Bill Gaines and the Make A Wish Foundation teamed up for the 2nd Annual Golf Tournament. The Live Broadcast Special, highlights the Make A Wish Kids and the Make A Wish Foundation. October – 2004

NAACP Now: NAACP NOW is a quarterly produced special that openly discuss the News and Issues of the African Americans & Minority Communities. Local NAACP Chapter Presidents discuss issues such as Race relations, Health, Economy and Education. The program is hosted by NBC 17 News anchor Bill Gaines. February -2004

3. **Community Participation.** Please list employees who regularly participate in local community events.

Larry Wall - Programming Coordinator

Board Member - First Tee Of Wake County
 Board Member- Raleigh Downtown Churches Associations
 Mentor - Wilmington Street Men's Shelter
 Board Member - John H. Baker Children's Charities
 Volunteer – Raleigh Parks & Recreation

Doug Hamilton – Finance Director

Advisory Board - Big Brothers Big Sisters
 Board Member – Raleigh Little Theatre
 Volunteer – Alliance Of Aids Services
 Committee Member – YMCA

Janice Jones - Meteorologist

Vice President – First Book Of The Triangle
 Public Speaker (Meteorologist Topics) - local School groups,
 Children camps & local businesses

Helene Reffeitt – Administrative Assistant

Volunteer- Jim Passé Foundation

Chris Stout – Sports Anchor

Volunteer – Big Brothers Big Sisters
 Volunteer – Raise A Racquet Against Breast Cancer
 Emcee – Wayne Goldsboro NAACP

Sharon Delaney – News Anchor

Volunteer – Pedal for Pediatrics
 Volunteer – Make A Wish Foundation
 Volunteer - Raise A Racquet Against Breast Cancer

Bill Gaines- News Anchor

Board Member – March Of Dimes
 Committee Member – Make A Wish Foundation Of Wake County
 Board Member – Spencer Foundation of Spinal Cord Research and Rehabilitation
 Board Member – Cary Tennis Association
 Volunteer – Leukemia Lymphoma Society
 Volunteer – March of Dimes
 Volunteer – Interact of NC
 Volunteer – Sickle Cell Foundation
 Celebrity Guest – Charles Ray III Diabetes Association
 Emcee – NAACP Life Membership Gala

Teresa Doring- Human Resources

Board Member – Elfyn (GE's Volunteer Organization)

Mentor – Peace College

Chair – Wakefield Business Alliance

Committee Member – Wake County Public Schools System

Member – Raleigh – Wake Human Resources Management Association

John Shannon – Sales Manager

Volunteer - YMCA

WNCN employees often participate in stations events that serve the community as well. Several of those events are listed below :

NBC 17 Health and Fitness Festival *is a local event that educates the community on the physical and emotional health issues in our area while providing free health screening and information on prevention and programs offered in the community.*

Student School Supply Drive July 2004

Created by NBC 17 to raise money for the Durham Rescue Mission. This is a community outreach program that allows individuals and corporations to make online donations to purchase new backpacks and school supplies for the Durham Rescue Mission.

Bimbe Arts Cultural Festival July 2004

Bimbe fuses the celebration of music, art and dance from Africa and the Caribbean.

NBC 17 is the official sponsor of this event

American Walk for Diabetes September 2004

NBC 17 Employees and thousands of people will walk for their health and raise money for the American Diabetes Association. WNCN is the official sponsor of this event

Raise A Racquet for Breast Cancer October 2004

The 4th Annual Raise-A- Racquet tennis tournament was organized to raise money for seeking a cure for breast cancer. WNCN is the official sponsor of the event.

NBC 17's Bill Gaines is the Chairperson for this event.

4. ***Community Contributions.*** Please list in-kind donations (e.g., hats, t-shirts) and/or monetary donations to local charities.

WNCN has been a supporter of the various NAACP chapters of North Carolina. A \$500 donation was made to the Eastern Wake Chapter of the NAACP .

5. ***Community Communications.*** Please list the groups with which the Station communicates, formally or informally, to determine issues of importance? Does the station have a community board? Does it communicate with particular minority, community or other groups?

WNCN does ascertain the needs and interest of our community and present programming responsive to those needs. The Ascertainments are conducted one-on-one by station

representatives and through the Triangle Ascertainment Group, which consist of local Radio and Television Stations in the market.

The list of Ascertainers consists of local government officials, representatives from different racial and ethnic groups, various non-profit and charitable institutions and local business leaders in the community

Station personnel also maintains dialogue with the following organizations with regards to issues of particular interest:

- NAACP**
- Urban League**
- Society Of Hispanic Professionals**
- Hispanic Chamber Of Commerce**
- Downtown Churches Association**

Copies of the forms documenting the results of Ascertainment are circulated to the News Department Managers including Producers of our local Public Affairs Programming.

WCMH-TV, Columbus, Ohio
(For Period October 1, 2003 to September 30, 2004)

Local News and Public Interest Programming.

1. ***News Programming.*** How many hours of local news do you air weekly? 31

2. ***Community Programming.*** Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposés, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

FEMA Funding—funding assistance for flood victims caused by storm damage
Shepard's Health Watch—first annual minority caucus to address illnesses hitting members of minority communities (Hispanic/Somalian/African-American)
NBC 4 Shred-it Day—free public shredding event to assist in prevention of identity theft

3. ***Emergency Programming.*** Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to the community. List any instances you know of in which cable and/or DBS was off the air but our station was still broadcasting.

12/14/03 snowstorm weather alert coverage interrupts Daytime programming
5/27/04 tornado warning/weather coverage interrupts prime time programming

4. ***Public Affairs Programming.*** Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

Meet the Press (1 hr. weekly; national political news)

5. ***Political Programming.*** Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

2004 Election Coverage (~ 3 hours per week—local candidates and issues during season
Columbus Public Schools, Smoking Ban, Gay Marriage, COSI closing, Bond Issue, Ohio registered voters, voter registration)

Decision 2004: Making Your Vote Count 1-hour political special highlighting Presidential campaign, local issues, Voting 101.

WCMH-TV, Columbus, Ohio
(For Period October 1, 2003 to September 30, 2004 continued)

6. ***Special Political Programming.*** Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

Democratic National Convention: July 26, 28 & 29, 2004 (~3 hours)

National GOP Convention: August 31st, Sept. 1st & September 2, 2004 (~ 3 hours)

7. ***Election-Year Political Programming.*** Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

In the 30 days preceding the general election in the station's NBC 4 at 6pm aired daily (m-f) segments on the local candidates and issues. (approx. 2 minutes each) These segments provided the candidates an opportunity to state their positions and local issues the opportunity to present the reasons why they are asking for a levy or tax increase. In addition, every Tuesday and Thursday in NBC 4 at 5:30p, two locally recognized members of the Republican and Democratic Party analyzed and examined the Presidential campaign. Both persons have worked 'behind the scenes' in state or national races and have provided a unique insight into why the campaigns 'do what they do'.

Community Service and Outreach.

1. ***Public Service Announcements.*** How many total minutes per average week – for instance, a week during September or October 2004, does the station air unpaid PSAs? Paid PSAs? Please list examples of common topics.

Paid PSAs: 30 minutes (Health issues/Flu Shots, family issues)

Unpaid PSAs: 16 minutes (Amber Alert, United Way, pet shelters, Voting, mental illness, children's issues)

2. ***Community Programming.*** During the past year, please list examples of non-news community programming of particular interest to the community.

Football Friday Night Kick-off Special

Decision 2004: Making Your Vote Count

3. ***Community Participation.*** Please list employees who regularly participate in local community events.

Craig Robinson, GM

Jean Nemeti, Director of Programming, Press & Community

Leslie Zuk., Community Relations Coordinator

Janna Buckey, Vice-President of Promotions

Stan Sanders, Vice-President of News

Colleen Marshall

Cabot Rea

WCMH-TV, Columbus, Ohio
(For Period October 1, 2003 to September 30, 2004 continued)

Monique Ming Laven

4. **Community Contributions.** Please list in-kind donations (e.g., hats, t-shirts) and/or monetary donations to local charities.

Better Business Bureau Foundation Friend	\$750
Arthur G. James Cancer Hospital & Research Institute	\$2500
Epilepsy Foundation of Central Ohio	\$500
MLK Jr. Birthday Breakfast	\$1250
MLK Jr. Performing Arts Complex	\$1500
Dublin Cancer Center	\$150
Prevent Blindness Ohio	\$1500
Business Arts Partnership	\$1000
Columbus Aids Task Force	\$2500
Friends of the Homeless	\$175
Recreation Unlimited	\$500

In addition, here is a sampling of groups that we support with on-air (PSAs/news coverage)/talent emcees/and in-kind donations:

Project Open Hand
Central Ohio Breathing Association
Columbus Medical Association
Columbus Division of Fire
American Heart Association
Keep Columbus Beautiful
Capital Area Humane Society
Broadway in Columbus Artists-in-the Schools Program
American Red Cross
Salvation Army
Columbus Metropolitan Library System
United Way of Central Ohio
ALS Foundation of Central Ohio
Columbus Speech and Hearing

5. **Community Communications.** Please list the groups with which the Station communicates, formally or informally, to determine issues of importance? Does the station have a community board? Does it communicate with particular minority, community or other groups?

Although the Station does not have a community advisory board, we communicate on a regular basis with core community leaders from various backgrounds via board memberships and on-going relationships. Station personnel also maintain dialogues with the following persons or organizations with regard to issues of particular community interest:

WCMH-TV, Columbus, Ohio
(For Period October 1, 2003 to September 30, 2004 continued)

Greater Columbus Arts Council
Better Business Bureau of Central Ohio
Columbus Urban League
Friends of the Homeless
Columbus Aids Task Force
Salvation Army
American Red Cross, Central Ohio Chapter
Columbus Metropolitan Club (weekly forums on key community issues)
Mayor Mike Coleman and staff
Sharon Keaney, Asst. VP of Communications, United Way of Central Ohio
Christine Merritt, President of the Ohio Association of Broadcasters
Easter Seals of Central Ohio
Epilepsy Foundation of Central Ohio
Mental Health Association of Franklin County
Columbus Speech and Hearing
Karen Wiser and Terri Marshall, Music in the Air (Festival Latino)
Columbus Rec and Parks
Crimestoppers

WVTM, Birmingham, AL
(For Period October 1, 2003 to September 30, 2004)

Local News and Public Interest Programming.

1. ***News Programming.*** How many hours of local news do you air weekly? **27.5**
2. ***Community Programming.*** Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposés, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

Weekly Series:

- **Wednesday's Child:** Series that runs on Wednesday's featuring a child from Big Brothers/Big Sisters
- **Spirit of Alabama:** Weekly feature hosted by Mike Royer that features local people that are making a difference in their communities
- **The Investigators:** A team of NBC13 Reporters investigate local issues that effect viewers. Reports run 2-4 times per week
- **Does It Really Do That:** Weekly series exposing fraudulent product claims

Special Coverage:

- **United Way, November-December 2004:** NBC13 featured weekly stories on the impact of the United Way of Central Alabama's impact on our communities.
- **Salvation Army's Angel Tree Holiday Campaign, November-December 2004:** NBC13 featured stories throughout the campaign including the kickoff, donations, forgotten angels, volunteer drives, and toy presentations.
- **The Make-a-Wish Foundation's Stories of Light Campaign, December 2004:** For 2 weeks in December, NBC13 helped raised money for the wishes of terminally ill children, by tracking the progress of the "floor lighting" of the Bellsouth Building in Downtown Birmingham.
- **Go Red for Women, February 2004:** In coordination with the American Heart Association, we featured "Heart Healthy" stories for women throughout the month of February
- **Black History Month, February 2004:** Daily feature focusing on African-American's impact on the History of the United States
- **Severe Weather Awareness Month, February 2004:** In preparation for Alabama's Severe Weather Season, NBC13's Chief Meteorologist, Jerry Tracey featured weekly stories on Severe Weather Preparedness.
- **Lakeshore Foundation, August 2004:** In preparation for the Olympics on NBC, NBC13 featured stories about athletes from the Lakeshore Foundation, an Official USOC Olympic and Paralympic Training facility located in Birmingham.
- **16th Street Baptist Church Renovation Campaign, September-October 2004:** On the 41st Anniversary of the Bombing of the 16th Street Baptist Church, NBC13 featured regular stories on the history of the church, repairs needed, and plans for the future.
- **Decision 2004, October 2004:** Features on local and national political races throughout the month of October and early November.

Emergency Programming. Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to the community. List any

instances you know of in which cable and/or DBS were off the air but our station was still broadcasting.

- | | |
|--|-------------------------|
| • Severe Weather-Tornado Warnings (1 ½ Hours) | 11/18/03-12-1:30pm |
| • Severe Weather-Tornado Warnings (2 Hours) | 2/26/04 from 2-4pm |
| • Breaking News: 3 Birmingham Police Officers Killed (2 ½ Hours) | 6/17/04 from 2-4:30pm |
| • Hurricane Francis Coverage (1 ½ Hours) | 9/4/04 from 8:05-9:30pm |
| • Hurricane Ivan Coverage (38 Straight Hours) | 9/15/04 - 9/16/04 |
| • Hurricane Ivan-After the Storm (3 Hours) | Friday, 9/17 10am-1pm |
| • Hurricane Ivan-After the Storm (1 Hour) | Friday, 9/17 4-5pm |
| • Severe Weather (30 Minutes) | 10/1/04 from 6:30-7pm |
| • Severe Weather-Tornado Warnings (2 ½ Hours) | 10/19/04 fr. 8:30-11am |
| • Breaking News: Tanker Truck Spill (1 Hour) | 10/21/04 from 9-10am |

4. *Public Affairs Programming.* Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

Network Programming:

- *Meet the Press:* One Hour, weekly political news program hosted by Tim Russert. This program runs on Sunday mornings at 9am on NBC13.
- *Dateline NBC:* Bi-Weekly, hourly program that runs on NBC13 on Friday and Sunday nights
- *Discovery Kids on NBC:* 3 hours of Children's programming targeting kids ages 9-14 years of age. NBC13 airs Discovery Kids programs, Kenny the Shark, Tutenstein, Trading Spaces, Endurance, Strange Days, and Darcy's Wild Life, from 9am-12pm on Saturday mornings.

Local Programming:

- *Race for Mayor: The Debate,* October 25, 2003: 1 hour program focusing on the heated race for Birmingham Mayor.
- *Veteran's Day Parade,* November 11, 2004: Birmingham is the home of the largest Veteran's Day Parade in the United States and NBC13 carried the 3-hour event live as a service to our viewers.
- *NBC13 Doppler One Million Special,* May-August, 2004: 30-minute Weather special that focused on the power of NBC13's Doppler One Million and preparedness during severe weather.
- *Spirit of Alabama Special,* May-August, 2004: Mike Royer's weekly "Spirit of Alabama" segment was the topic of this 30-minute program. The show featured local Alabamians who are making a difference in their communities.
- *Race for Hoover Mayor: The Debate,* August 14, 2004: 30-minute program focusing on the heated race for Hoover Mayor that ran from 7:30-8am on Saturday, August 14th.
- *Race for Homewood Mayor: The Debate,* August 15th, 2004: 30-minute program focusing on the heated race for Hoover Mayor that ran from 8:30-9am on Sunday, August 15th.
- *Race for Mountain Brook Mayor: The Debate,* August 21st, 2004: 30-minute program focusing on the heated race for Mountain Brook Mayor that ran from 8:30-9am on Saturday, August 21st.
- *Runoff for Hoover Mayor: The Debate,* September 11th, 2004: 30-minute program focusing on the heated runoff race for Hoover Mayor that ran from 8:30-9am on Saturday, September 11th.

- NBC13 Special: Beneath the Rubble, September-October, 2004: NBC13's 30-minute award winning program that looked back on the history of the 16th Street Baptist Church on the 41st Anniversary of the Bombing in 1963. This program also launched the kickoff of the Restoration Campaign.

5. *Political Programming.* Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

- 2003 Birmingham Mayoral Election: 1 hour of coverage per week in the newscasts during season
- 2004 Presidential Election: 5 hours per week during season
- 2004 Democratic Primary: 3 hours per week during season
- 2004 General Election Coverage: 1 hour of coverage per week in the newscasts during season
- 2004 Hoover Mayoral Election Coverage: 30 minutes per week of coverage during newscasts
- 2004 Homewood Mayoral Election Coverage: 30 minutes per week of coverage during newscasts
- 2004 Mountain Brook Mayoral Election Coverage: 30 minutes per week of coverage during newscasts

6. *Special Political Programming.* Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

- | | |
|--|--------------------------|
| • Democratic Convention | Monday, 7/26 9-10pm |
| • Democratic Convention | Wednesday, 7/28 9-10pm |
| • Democratic Convention | Thursday, 7/26 9-10pm |
| • Republican Convention | Tuesday, 8/31 9-10pm |
| • Republican Convention | Wednesday, 9/1 9-10pm |
| • Republican Convention | Thursday, 9/4 6-7pm |
| • Presidential Debate: University of Miami | Thursday, 9/30 8-10pm |
| • Vice Presidential Debate: Case Western Reserve Univ. | Tuesday, 10/5 8-10pm |
| • Presidential Debate: Washington University | Friday, 10/9 8-10pm |
| • Nightly News Election Special | Monday, 11/1 6:30-7pm |
| • NBC Election Coverage | Tuesday, 11/2 5:30pm-1am |

7. *Election-Year Political Programming.* Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

- Race for Hoover Mayor: The Debate, August 14, 2004: 30-minute program focusing on the heated race for Hoover Mayor that ran from 7:30-8am on Saturday, August 14th.
- Race for Homewood Mayor: The Debate, August 15th, 2004: 30-minute program focusing on the heated race for Hoover Mayor that ran from 8:30-9am on Sunday, August 15th.

- Race for Mountain Brook Mayor: The Debate, August 21st, 2004: 30-minute program focusing on the heated race for Mountain Brook Mayor that ran from 8:30-9am on Saturday, August 21st.
- Runoff for Hoover Mayor: The Debate, September 11th, 2004: 30-minute program focusing on the heated runoff race for Hoover Mayor that ran from 8:30-9am on Saturday, September 11th.

WVTM-TV, Birmingham, Alabama
(For Period October 1, 2003 to September 30, 2004 (continued))

Community Service and Outreach.

1. *Public Service Announcements.* How many total minutes per average week – for instance, a week during September or October 2004, does the station air unpaid PSAs? Paid PSAs? Please list examples of common topics.

Paid PSAs: 4.5 minutes (United Way and UAB Medical Center West's "Medical Minute")
Unpaid PSAs: 60 minutes (United Way, Red Cross, 16th Street Baptist Church Renovation Campaign, Community Calendar, and Station Events)+

2. *Community Programming.* During the past year, please list examples of non-news community programming of particular interest to the community.

- Veteran's Day Parade, November 11, 2003: Birmingham is the home of the largest Veteran's Day Parade in the United States and NBC13 carried the 3-hour event live as a service to our viewers.
- NBC13 Doppler One Million Special, May-August, 2004: 30-minute Weather special that focused on the power of NBC13's Doppler One Million and preparedness during severe weather.
- Spirit of Alabama Special, May-August, 2004: Mike Royer's weekly "Spirit of Alabama" segment was the topic of this 30-minute program. The show featured local Alabamians who are making a difference in their communities.
- Children's Miracle Network Telethon, June 5-6, 2004: NBC13 partnered with Children's Hospital and carried their annual telethon on Saturday, June 5th and Sunday, June 6th. The telethon ran from 5-10pm and 10:35pm-12am on 6/5 and from 5-8pm on 6/6 for a total of 9.5 hours.
- Hispanic Heritage Awards, September 18, 2004: Celebration of Hispanic Heritage that ran in Saturday's Access time slot from 6-7pm.
- NBC13 Special: Beneath the Rubble, September-October, 2004: NBC13's 30-minute award winning program that looked back on the history of the 16th Street Baptist Church on the 41st Anniversary of the Bombing in 1963. This program also launched the kickoff of the Restoration Campaign.

3. *Community Participation.* Please list employees who regularly participate in local community events.

Our entire station participates regularly in our *Partners in a Caring Community* events throughout the year. From walks, runs, festivals, to in-house campaigns, all NBC13 employees are active in the community.

4. *Community Contributions.* Please list in-kind donations (e.g., hats, t-shirts) and/or monetary donations to local charities.

NBC13 donates various event tickets i.e.: football games, concerts, performances, etc., t-shirts, sports attire, severe weather guides, and other giveaways to local non-profit, school, and church events in the area. These items are mostly used for raffles, silent auctions, and incentives.

When we participate in Community events, our airtime promoting the cause is our donation. NBC13 has several non-profit partners under our *Partners in a Caring Community* platform that we donate over \$100K in promotional value per year. Those non-profits include the American Heart Association, JDRF, Red Cross, the Salvation Army, the Make-a-Wish Foundation, and the United Way.

NBC13's internal United Way donation drive raised over \$19,500 in 2004 and was generously matched .40 per dollar by NBC's parent company, GE, and the GE Foundation Matching Gifts Program. WVTM's total gift to the United Way of Central Alabama, which serves 80 partner agencies in a 5 county area, was \$27,000. This donation was a 20% increase from 2003's gift.

On a few rare occasions we have given cash donations to the following non-profit organizations: United Way, American Cancer Society, Jr. Achievement, and the Better Business Bureau. Our 2004 contribution cash total is \$1651.99.

5. *Community Communications.* Please list the groups with which the Station communicates, formally or informally, to determine issues of importance? Does the station have a community board? Does it communicate with particular minority, community or other groups?

NBC13 Staff that are Board Members in the Community:

- David Doebler: Executive Boards for the following non-profit organizations: United Way, Red Cross, the Make-a-Wish Foundation, JDRF, Birmingham Business Bureau, the American Heart Association, and the 16th Street Baptist Church Stabilization Committee
- Terese Messick: Young Advisory Committee for the Birmingham Civil Rights Institute and the Make-A-Wish Foundation
- Lowell Briggs: 16th St Stabilization Committee and 16th Street Foundation Board
- Ed Williams: Boy Scouts of America
- Fran Curry: Alzheimer's Association

WVTM personnel also maintains dialogue with the following organizations with regard to issues of particular community interest:

- Birmingham Association of Black Journalists
- The Business Journal
- Birmingham Magazine
- NAACP
- Fraternal Order of Police
- Birmingham City School System

- Operation New Birmingham
- Greater Birmingham Chamber of Commerce
- Birmingham Travel and Business Bureau
- Various Arts' Councils
- Police Departments in the Viewing Area
- Chamber of Commerce and Court Houses in the Viewing Area
- Big Brothers/Big Sisters
- Salvation Army
- Birmingham Botanical Gardens and Zoo
- Children's Hospital
- Shelby, Jefferson, and Birmingham Humane Society
- Red Cross
- The Ronald McDonald House

NBC-10, Providence/New Bedford
(For Period October 1, 2003 to September 30, 2004, Unless Noted)

Local News and Public Interest Programming.

1. **News Programming.** How many hours of local news do you air weekly? 28.5 hours
2. **Community Programming.** Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposés, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

Homeless and Affordable Housing (Extensive coverage of rising cost for housing and effects on working families who cannot find a place to live)

Casino Issue (Extensive coverage on building a RI casino to appear as a referendum on the state's ballot in November Election and the legal battle that followed)

Station Nightclub Fire Indictments (Extensive coverage on arraignment of persons responsible for the Station Nightclub fire that killed 100 people in February 2003)

Breast Cancer Medication Co-Pays (Extensive coverage on breast cancer patients who paid co-payments for medications that were supposed to be covered 100% by local healthcare organization Blue Cross Blue Shield of RI)

Travel Agent Fraud (Extensive coverage of a local travel agent who took thousands of dollars from customers but did not book their trips. Money was finally returned months later.)

Lead Based Powder (Coverage of a powder used often as a deodorant, was linked to 4 cases of lead poisoning in children. The lead based powder is imported from the Dominican Republic.)

Towing (Investigative report of local towing company that is suing the town for unfairly giving more towing calls to 1 among 4 companies that it is supposed to rotate among)

RI Assembly Conflict of Interest (Investigative reports of scandals involving different members of the RI Assembly from alleged sexual harassment, bribes, etc.)

State of the State Address (Live coverage of RI Governor Carcieri's speech to the RI Assembly)

Flu Vaccination Shortage (Extensive coverage on flu vaccine shortage locally)

Emergency Programming. Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to the community. List any instances you know of in which cable and/or DBS was off the air but our station was still broadcasting.

2/01/03 (Shuttle Columbia interrupted daytime, access, prime programming)

2/21-2/26/03 (Station Nightclub fire killing 100 people, interrupted daytime, access, prime programming)

11/14/03 (Pawtucket mill fire and severe winds interrupted daytime, access, prime programming)

12/06/03 and 12/14/03 (Severe conditions as result of snowstorms interrupted daytime programming)

4. **Public Affairs Programming.** Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

Meet the Press (1 hr. weekly; national political news)

10 New Conference (30 min. weekly; local political news)

5. **Political Programming.** Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

2004 Presidential Primary and Election (~ 4 hours per week during season)

2004 Rhode Island and Massachusetts Primary and Election (~ 2 hours per week during season)

6. ***Special Political Programming.*** Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

National Democratic Convention: July 26-29, 2004 (~ 3 hours)
National GOP Convention: August 28 – September 1, 2004 (~ 3 hours)

First Congressional Debate October 31, 2004 (~ 30 minutes) *Broadcast RI PBS live 10/28/04
Second Congressional Debate October 31, 2004 (~ 30 minutes) *Broadcast RI PBS live 10/20/04

7. ***Election-Year Political Programming.*** Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

Decision 2004: Political Roundtable: September 5 – October 24, 2004 (~ 4 hours)
October 30 and November 7, 2004 (~ 1 hour)

Community Service and Outreach.

1. **Public Service Announcements.** How many total minutes per average week – for instance, a week during September or October 2004, does the station air unpaid PSAs? Paid PSAs? Please list examples of common topics.

Paid PSAs: 7 minutes (Smoking, Tobacco, Diabetes, Lead Poisoning)

Unpaid PSAs: 112 minutes (Domestic Violence, Drug Abuse, Childhood Illnesses, Education, Veterans)

2. **Community Programming.** During the past year, please list examples of non-news community programming of particular interest to the community.

NBC10 Homeland Security Roundtable	TR 3/13/03	7-7:30pm
Salute to the Troops Vigil (live)	Wed 4/16/03	7-7:41pm
Saluting Our Troops (live)	Mon 9/29/03	7-8:00pm
Firewatch: Keeping Southern New England Safe	Sat 10/25/03	7-7:30pm
Thanksgiving Day HS Football Feast	TR 11/27/03	5:30-6pm
Diocese of Providence Christmas Mass (Catholic)	TR 12/25/03	12N-1pm
NBC10 Timelines (Black History Month)	TR 2/12/04	7-7:30pm
NBC10 Timelines (Oct, Nov, Mar, Apr, May, Jun, Jul, Aug, Sep)	Various	7-7:30pm
Hunger Pains	Sun 3/28/04	6:30-7am
Hunger Pains	TR 6/03/04	11:30am-12N
Commitment to Love (Adoption RI)	TU 4/27/04	7-7:30pm
Where Do We Live? (Affordable housing)	TU 6/10/04	7-7:30pm
Where Do We Live? (Affordable housing)	Mon 6/21/04	12:30-1pm
Where Do We Live? (Affordable housing)	Sat 9/18/04	6:30-7pm

Forecasting the Future (Curriculum Guide) 10/20-11/14/04 5:30pm/6:00am News

- Partnership with RI College, an educational curriculum guide used in middle schools. 2003 focused on the weather. English and Spanish Versions Posted on Turnto10.com (website)

Tu Comunidad (Spanish Language)

- Provides information in Spanish for the Hispanic community on Turnto10.com (website)

Citizen's Bank Community Champion Program

- Partnership with Citizen's Bank for promotional and volunteer support for non-profit organizations, including \$25,000 in unrestricted funds and media coverage (including public service announcements and television profiles)

Student Spotlight

- Partnership with RI Alliance for Art Education in recognition of local arts students (including television profiles) to encourage other students to become involved with the arts

Jefferson Awards

- The Jefferson Award is a prestigious national honor that recognizes individuals throughout the country who perform great public service, largely without recognition. NBC 10 has participated in the Jefferson Awards category "Greatest Public Service Benefiting a Local Community" for nearly 30 years.

NBC10 HealthFit Expo

- The free, two-day, family event hosted over 150 health and fitness related organizations as well -- all available to share information with the attendees and provided on-site services. 45 non-profit organizations were invited to participate free of charge for the event. See attachment for organization list.

NBC10 Tours

- The station offers free tours of its facilities to schools and educational organizations at least 4 times a month.

3. Community Participation. Please list employees who regularly participate in local community events.

Lisa Churchville, Board Member, Adoption RI
Lisa Churchville, Civil Leadership Council, Brown University
Lisa Churchville, RI Advisory Board, Fleet National Bank
Lisa Churchville, Chair of the Business Volunteers for the Arts, Greater Providence Chamber of Commerce
Lisa Churchville, Capital Campaign Committee, Heritage Harbor Museum
Lisa Churchville, Board Member, John Hope Settlement House
Lisa Churchville, CEO Council, Junior Achievement of RI
Lisa Churchville, Board Member/Chair of Nominating Committee, National Conference for Community and Justice
Lisa Churchville, Board of Directors, National Association of Television Programming Executives
Lisa Churchville, President's Council, Providence College
Lisa Churchville, Trustee, Providence Foundation
Lisa Churchville, First Vice Chair, Providence Public Library
Lisa Churchville, Executive Committee, RI Broadcaster Association
Lisa Churchville, Capital Campaign Committee, RI Food Bank
Lisa Churchville, President/Board of Directors, RI Philharmonic
Lisa Churchville, President's Advisory Council, Roger Williams University
Lisa Churchville, First-Vice Chair, United Way of RI
Lisa Churchville, Board of Trustees, Women & Infants' Hospital
Lisa Churchville, Board of Trustees, YMCA

Joannie Collins, RI Central Deanery Representative, Episcopal Diocese of RI
Joannie Collins, Hispanic Commission of Ministry Member, Episcopal Diocese of RI (* Effective Nov 2004)

Betty-Jo Cugini, Community Champions Board Member, Citizens Bank
Betty-Jo Cugini, Board Member, Adoption RI
Betty-Jo Cugini, Board Member, Family Services of RI
Betty-Jo Cugini, Board Member, NATAS
Betty-Jo Cugini, Advisory Board, Girl Scouts of RI
Betty-Jo Cugini, Advisory Board, Women Resource Center
Betty-Jo Cugini, Advisory Board, Westerly Library

Clare Eckert, Board Member, Women's Development Corp.
Clare Eckert, Board Member, Arts & Business
Clare Eckert, Board Member, Mental Health Association of RI
Clare Eckert, Chair, National Conference for Community and Justice
Clare Eckert, Board Member, Leadership of RI
Clare Eckert, Co-Chair of Membership Drive, Providence Chamber of Commerce
Clare Eckert, Advisory Board, Trinity Repertory Company
Clare Eckert, Board Member, Bristol County Convention and Visitors Bureau
Clare Eckert, Sub-committee Member, New Bedford Chamber of Commerce
Clare Eckert, Development Committee, International Institute
Clare Eckert, Development Committee, RI Zoological Foundation
Clare Eckert, Judge, RI Philanthropy Day
Clare Eckert, Community Summit Member, United Way of RI
Clare Eckert, Development Committee, Providence Preservation Society
Clare Eckert, Committee Member, RI Minority Investment Corporation
Clare Eckert, Committee Member, Blue Cross Blue Shield of RI Community Angels

Jean Edmondson, Fund Development Committee, Urban League Guild

Larry Estepa, Advisory Board, National Conference for Community and Justice